



Virginia Green Partner Profile:



Signs By Tomorrow Chesapeake, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

Signs By Tomorrow

"Signs and graphics, tradeshow displays and graphics, vehicle graphics and wraps, interior and exterior signage, banners, ADA signs and much more. We offer environmentally responsible alternatives for signage."

Green Statement: "We went green primarily because of personal values. The sign industry is not very environmentally friendly by its very nature, so we wanted to do all that we could to make a difference in our community and within our industry."



CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out emails or mailers to their membership about Virginia Green.
 - Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
 - Set a goal for recruiting their member facilities.
 - Include a Virginia Green feature in their newsletter or other publication.
 - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
 - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.

- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Have conferences at a Virginia Green Lodging facility, and let the facility know that they want a “green event!”
- Minimize copying and always make 2-sided copies
- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
- Use silverware instead of plastic utensils
- Use non-bleached napkins or maintain a supply of cloth napkins
- Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.
- Avoid box lunches – trays/platters of food are much less wasteful
- Try to have catering done by local restaurants that focus on local foods

☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Offer a Sign Take-Back Program so customers can recycle their signs
- Use scrap materials whenever possible and donate or recycle unused sign scrap
- Installed bamboo flooring in offices and showroom
- 100% rubber flooring in production areas
- Use reusable shopping bags
- Track overall waste bills
- Purchase recycled-content paper towels and toilet paper
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use “green” cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- Purchase low VOC carpets and fabrics
- Signs printed on environmentally friendly substrates and inks with no VOCs
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials
- Use integrated pest management (IPM)

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have low flow toilets and faucets
- Discourage water-based cleanup (sweeping first) and use microfiber technology mops
- Effective landscape management at home office using native plants, rain barrels and minimal lawn areas

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
- Purchase electricity from Dominion’s Green Power Program
- Installed a HP L65500 Latex Digital Printer, the latest in environmental technology

- Calculate the pollution factors of their energy usage
 - Use:
 - LED Exit Signs
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
 - ceiling fans
 - Perform preventative maintenance on HVAC system
 - Adjust thermostat on nights and weekends
 - Have installed additional insulation
 - Use natural lighting
 - Use occupancy sensors to turn on/off lights
 - Purchase “Green Tags” or “Renewable Energy Certificates” to support new renewable energy resources
 - Use fuel efficient vehicles or hybrid vehicles, Toyota Prius
 - Encourage car pooling
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For more information on **Signs By Tomorrow**, see www.signsbytomorrow.com/chesapeake or contact Lacy Kuller at lacyk@signsbytomorrow.com or 757-548-5333.

For more information on *Virginia Green*, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth’s campaign to encourage environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

